

Bobby Diamond

Product Designer (individual contributor)

EXPERIENCE

Principal Product Designer

Zoomforth | SaaS - web app that lets non-designers and non-devs create websites

Jun 2022 to Nov 2023 - 1 yr 6 mos, US based company (fully remote)

- Led and improved the PD team defining each step of the design process.
- Updated the design system with help of the design and development team.
- Researched, designed, reviewed and delivered several features. Most of them as an individual contributor but guided other designers in their process.

Principal Product Designer

Non Disclosure | Fintech - mobile BNPL app for the Mexican market

Oct 2021 to Jun 2022 - 9 mos, US based company (fully remote)

- Led a major product iteration that changed the product goal by 100%.
- Prioritized Product Roadmap leveraging stakeholders needs and priorities.
- Conducted constant research to improve new features.
- Integrated the end-to-end product design process into a cross-functional team.
- Managed and maintained the design system.

Sr. Product Designer

Swap | Fintech - mobile P2P payments app

Mar 2019 to Oct 2021 - 2 yr 8 mos, Mexico (fully remote)

- Integrated the end-to-end product design process into a cross-functional team.
- Created the design system from scratch.
- Delivered several complex features such as: in app chat with payments features, native iOS keyboard.
- Prioritized Product Roadmap leveraging stakeholders needs and priorities.
- Led the delivery of CNBV compliance needs as a PM, prioritizing the backlog while implemented several improvements to major user flows.

Product Designer

Near BPO | Nearshore - in house and client web apps

Nov 2017 to Feb 2019 - 2 yr 3 mos, Mexico

- Managed the design research, understanding and delivery of digital products (for local and foreign clients): CMR, HR, POS, E-commerce, Accounting Administration and data dashboards.
- Implemented and defined the product research process.

FREELANCES

Tipsteros

Own Product

2015, Mexico

- From idea to mobile stores publishing.
- Sport bets predictions app.

Shelf

Book Tracking app

2015, Mexico

- Improved UX
- Delivered +60 screens for 35 flows.

EDUCATION

Bootcamp in Front & Back End
Dev.F

2015, Mexico

Bit It Rain

Own Product

2015, Mexico

- From idea to web app publishing.
- Crypto web app that received up to ~\$500K MXN yearly in transactions.

Portfolio Program in Art
Direction

Miami Ad School

2012 - 2014, Mexico - Germany



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 [hardcorebobbyd.github.io](https://github.com/hardcorebobbyd)



Querétaro, México

Industry Knowledge

8 years of experience in PD

Critical Thinking

Problem Understanding

User Discovery

User Interface (UI)

User Experience (UX)

Wireframing

Prototyping

Tools & Technologies

Figma, Sketch, Invision, UX

Cam, Google Analytics,

Amplitude, Agile, Scrum

Other Skills

HTML, CSS, JS, jQuery,

Advertising, Branding

Languages

Spanish (native)

English (proficient)

Portugues (pre basic)

German (pre pre basic)

Social

[www.linkedin.com/in/](https://www.linkedin.com/in/hardcorebobbyd)

[hardcorebobbyd](https://github.com/hardcorebobbyd)

Bachelor's in
Communication
CUC

2008 - 2011, Mexico